

ABSTRACT OF THE DISCLOSURE

A color display device determines a relationship between RGB components of an input color image signal in terms of their gradation levels, and carries out a different calculation for each input color image signal depending on which of six patterns of the relationship that the input color image signal belongs to. Further, the color display device carries out the calculation for each of the RGB components excluding a component with a smallest gradation level, using variables that vary depending on the respective gradation levels of the RGB components.